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(54) **AUTOMATIC SALES PROMOTION
SELECTION SYSTEM AND METHOD**

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patent is extended or adjusted under 35
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This patent is subject to a terminal dis-
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(58) **Field of Search** **705/14, 10**

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(57) **ABSTRACT**

An automated sales promotion selection system uses neural
networks to identify promising sales promotions based on
recent customer purchases. The system includes a customer
information device that receives customer data relating to
customer purchases of items from an inventory of items, a
central processing unit having a sales promotion neural
network and a storage unit containing a plurality of item
identifiers comprising potential customer purchases of addi-
tional items from the inventory, wherein the sales opportu-
nity neural network responds to customer data received from
the customer information device by determining if one or
more of the item identifiers in the storage unit corresponds
to an item likely to be purchased by one of the customers,
and an output device that receives the item identifiers of the
likely purchases determined by the sales promotion neural
network and produces a sales promotion relating to at least
one of the item identifiers.

12 Claims, 19 Drawing Sheets

